WHAT IS CLAIMED IS:

1.   A method for performing dynamic Web-based in-view monitoring, the method comprising the steps of:

presenting a Web page including content to a plurality of users;

collecting, for each user, user initiated responses to the content;

analyzing the user initiated responses that are collected to determine user in-view characteristics;

generating billing records based on the analysis of the user initiated responses; and

sending the billing records to at least one of a plurality of third party entities.

2.   The method of claim 1, wherein the content includes a plurality of third party content and wherein presenting the Web page including the content further includes receiving each third party content from a respective third party entity included in the plurality of third party entities.

3.   The method of claim 2, wherein the billing records include a plurality of third party billing records, each third party billing record is associated with a respective third party content, and wherein the step of sending the billing records includes sending each third party billing record to a respective third party entity included in the plurality of third party entities.

4.   The method of claim 1, wherein the step of generating billing records includes:

generating a content effectiveness record associated with the content; and

appending the content effectiveness record to at least one of the billing records, wherein the content effectiveness record includes data reflecting the effectiveness of the content based on the analysis of the user initiated responses.

5.   The method of claim 4, wherein the content effectiveness record

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includes information associated with user in-view characteristics relating to the content.

6. The method of claim 5, wherein the user in-view characteristics includes information reflecting whether the content was viewable or partially viewable by a user.

7. The method of claim 6, wherein the user in-view characteristics include information associated with at least one of user mouse position data, user screen scrolling position data and time data associated with the mouse position and screen scrolling position data.

8. The method of claim 4, wherein the content effectiveness record includes a report indicating a plurality of user activities associated with the content and information indicating proposed changes to the content based on the user activities.

9. The method of claim 8, wherein the proposed changes includes suggestions to modify selected attributes of the content.

10. The method of claim 9, wherein the selected attributes include at least one of color, font, position, rendering time, and multimedia characteristics.

11. The method of claim 1, wherein the collecting step further includes collecting, for each user, in-view response data reflecting whether the content was viewable or partially viewable to each respective user.

12. The method of claim 11, wherein the in-view response data includes at least one of mouse position information, screen scrolling position and time data associated with mouse position and screen scrolling position.

13. The method of claim 1, wherein the collecting step further includes

collecting, for each user, non-activated in-view response data reflecting whether the content was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

14.   A system for performing dynamic Web-based marketing, the system comprising:

a Web server for providing a Web page over a network, wherein the Web page includes content;

a plurality of third party nodes connected to the network;

a first plurality of users, each user located at a respective client node, for requesting and viewing the content in the Web page provided by the Web server, wherein each client node is connected to the Web server through the network;

a first client side program, executed at each client node, for collecting user response data associated with the content in the Web page provided to each client node, and sending the collected user response data to the first server side data store via the Web server as event data, wherein the user response data includes user in-view characteristic data related to the content; and

an analytical program, executing in the Web server, for analyzing the event data, including the user in-view characteristic data, and producing result data in response to the analysis of the event data, wherein the result data is based on at least the analysis of the user in-view characteristic data.

15.   The system of claim 14, further comprising a billing program, executing in the Web server, for receiving the content from at least one of the plurality of third party nodes, generating billing records based on the analysis of the event data and sending the billing records to at least one of the plurality of third party nodes.

16.   The system of claim 15, wherein the content includes a plurality of third party content, each third party content associated with a respective one of the plurality of third party nodes, and wherein the billing records include a plurality

of third party billing records, each third party billing record associated with a respective third party content, and wherein sending the billing records by the billing program further includes sending each third party billing record to a respective third party node.

17. The system of claim 14, wherein generating billing records further includes generating a content effectiveness record associated with the content, and wherein the middleware program appends the content effectiveness record to at least one of the billing records, wherein the content effectiveness record includes data reflecting the effectiveness of the content based on the analysis of the user initiated responses.

18. The system of claim 17, wherein the content effectiveness record includes information associated with the user in-view characteristic data related to the content.

19. The system of claim 18, wherein the user in-view characteristic data includes information reflecting whether the content was viewable or partially viewable by a user.

20. The system of claim 19, wherein the user in-view characteristic data include information associated with at least one of user mouse position data, user screen scrolling position data and time data associated with the mouse position and screen scrolling position data.

21. The system of claim 17, wherein the content effectiveness record includes a report indicating a plurality of user activities associated with the content and information indicating proposed changes to the content based on the user activities.

22. The system of claim 21, wherein the proposed changes includes suggestions to modify selected attributes of the content.

23.   The system of claim 22, wherein the selected attributes include attributes associated with at least one of document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.

24.   The system of claim 15, wherein the user in-view characteristic data includes information reflecting whether the content was viewable or partially viewable by a user.

25.   The system of claim 24, wherein the information reflecting whether the content was viewable or partially viewable includes at least one of mouse position information, screen scrolling position information and time data associated with mouse position and screen scrolling position.

26.   The system of claim 15, wherein collecting user response data by the client side program further includes collecting, for each user, non-activated user in-view response data reflecting whether the content was viewable or partially viewable to each respective user, wherein the non-activated user in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

27.   A computer-readable medium containing instructions for performing dynamic Web-based marketing, when executed by a processor, the method comprising the steps of:

presenting a Web page including content to a first plurality of users;

collecting, for each user, initiated responses to the content, wherein the initiated responses include user in-view characteristic data;

analyzing the user initiated responses that are collected to determine user in-view characteristic response data;

generating billing records based on the analysis of the user initiated responses;

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and

sending the billing records to at least one of a plurality of third party entities.

28.   The computer-readable medium of claim 27, wherein the content includes a plurality of third party content and wherein presenting the Web page including the content to the a first plurality of users further includes receiving each third party content from a respective third party entity included in the plurality of third party entities.

29.   The computer-readable medium of claim 28, wherein the billing records include a plurality of third party billing records, each third party billing record associated with a respective third party content, and wherein the step of sending the billing records further includes sending each third party billing record to a respective third party entity included in the plurality of third party entities.

30.   The computer-readable medium of claim 27, wherein the step of generating billing records further includes:

generating a content effectiveness record associated with the content; and

appending the content effectiveness record to at least one of the billing records, wherein the content effectiveness record includes data reflecting the effectiveness of the content based on the analysis of the user initiated responses.

31.   The computer-readable medium of claim 27, wherein the content effectiveness record includes information associated with the user in-view characteristic data relating to the content.

32.   The computer-readable medium of claim 31, wherein the user in-view characteristic data includes information reflecting whether the content was viewable or partially viewable by a user.

33.   The computer-readable medium of claim 32, wherein the information

reflecting whether the content was viewable or partially viewable includes at least one of user mouse position data, user screen scrolling position data and time data associated with the mouse position and screen scrolling position data.

34. The computer-readable medium of claim 30, wherein the content effectiveness record includes a report indicating a plurality of user activities associated with the content, including the in-view characteristic data, and information indicating proposed changes to the content based on the user activities.

35. The computer-readable medium of claim 34, wherein the proposed changes includes suggestions to modify selected attributes of the content.

36. The computer-readable medium of claim 35, wherein the selected attributes are associated with at least one of document structure, wireless card structure, titles, headings, paragraphs, lines, lists, tables, links, graphics, objects, multimedia, scripts, forms, frames, colors, wording, size, positioning, background properties, border properties, font properties and text properties.

37. The computer-readable medium of claim 27, wherein the user in-view characteristic data reflects whether the content was viewable or partially viewable to each respective user.

38. The computer-readable medium of claim 37, wherein the in-view characteristic data includes at least one of mouse position information, screen scrolling position and time data associated with mouse position and screen scrolling position.

39. The computer-readable medium of claim 27, wherein the collecting step further includes collecting, for each user, non-activated user in-view response data reflecting whether the content was viewable or partially viewable to each respective user, wherein the non-activated user in-view response data is user response data that is

not associated with a user activating a button, icon or hyperlink on the Web page.

40. A method for performing dynamic Web-based in-view monitoring, the method comprising the steps of:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the steps of:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable to each respective user;

collecting data reflecting the in-view user activities;

detecting a client side trigger event; and

sending the collected data to the Web server in response to the detected client side trigger event.

41. The method of claim 40, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

42. The method of claim 40, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

43. The method of claim 40, wherein the client side routine is appended to

a URL placed on the Web page.

44.   The method of claim 40, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

45.   The method of claim 40, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

46.   The method of claim 40, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

47.   The method of claim 40, wherein the collected data reflecting the in-view user activities includes information indicating the proportion of content actually viewable to a respective user.

48.   The method of claim 40, further comprising the steps of:
analyzing the collected data at the Web server;
generating billing records based on the analysis of the collected data; and
sending the billing records to at least one of a plurality of third party nodes.

49.   The method of claim 48, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

50.   The method of claim 40, wherein the in-view user activities are mouse pointer position data.

51.   A system for performing dynamic Web-based analysis, the system comprising:

means for sending a Web page provided by a Web server to a plurality of client nodes, wherein the Web page includes content data;

means for displaying the Web page to a plurality of users located at respective client nodes;:

means for detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable to each respective user;

means for collecting data reflecting the in-view user activities;

means for detecting a client side trigger event; and

means for sending the collected data to the Web server in response to the detected client side trigger event.

52.   The system of claim 51, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

53.   The system of claim 51, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, and wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

54.   The system of claim 51, wherein the means for detecting in-view user activities, means for collecting, means for detecting a client side trigger event and means for sending are all included in a client side routine that is appended to a URL placed on the Web page.

55. The system of claim 51, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

56. The system of claim 51, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

57. The system of claim 51, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

58. The system of claim 51, wherein the data reflecting the in-view user activities includes information indicating the proportion of content actually viewable to a respective user.

59. The system of claim 51, further comprising:
means for analyzing the collected data;
means for generating billing records based on the analysis of the collected data; and
means for sending the billing records to at least one of a plurality of third party nodes.

60. The system of claim 59, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

61. The system of claim 51, wherein the in-view user activities are mouse pointer position data.

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62.   A computer-readable medium for performing dynamic Web-based in-view monitoring, the method comprising the steps of:

appending a client side routine to a Web page provided by a Web server, wherein the Web page includes content data;

sending the Web page to a plurality of client nodes; and

displaying the Web page to a plurality of users located at respective client nodes, and in response to the Web page being displayed to each user, each client node initiating the client side routine to perform the steps of:

detecting in-view user activities associated with each respective user browsing the Web page, wherein the in-view user activities are associated with in-view response data reflecting whether or not the content data was viewable to each respective user;

collecting data reflecting the in-view user activities;

detecting a client side trigger event; and

sending the collected data to the Web server in response to the detected client side trigger event.

63.   The computer-readable medium of claim 62, wherein the in-view user activities includes at least one of mouse pointer movements, screen scrolling, hyperlink selections, icon selections, data entry, time data associated with mouse pointer position, time data associated with content position and time data associated with screen scrolling.

64.   The computer-readable medium of claim 62, wherein the in-view user activities includes non-activated in-view response data reflecting whether the content data was viewable or partially viewable to each respective user, wherein the non-activated in-view response data is user response data that is not associated with a user activating a button, icon or hyperlink on the Web page.

65.   The computer-readable medium of claim 62, wherein the client side routine is appended to a URL placed on the Web page.

66. The computer-readable medium of claim 62, wherein the collected data is stored in a client side data store and each client side trigger event is associated with each respective client side data store being filled with the collected data above a predetermined threshold level.

67. The computer-readable medium of claim 62, wherein each client side trigger event is associated with a respective user closing a browser application executing at a respective client node.

68. The computer-readable medium of claim 62, wherein each client side trigger event is associated with a respective user, located at a respective client node, selecting a URL displayed on the Web page.

69. The computer-readable medium of claim 62, wherein the data reflecting the in-view user activities includes information indicating the proportion of content actually viewable to a respective user.

70. The computer-readable medium of claim 62, further comprising the steps of:
analyzing the collected data at the Web server;
generating billing records based on the analysis of the collected data; and
sending the billing records to at least one of a plurality of third party nodes.

71. The computer-readable medium of claim 70, wherein the content data includes a plurality of third party content data, and wherein each third party content data is provided by a respective one of the plurality of third party nodes.

72. The computer-readable medium of claim 62, wherein the in-view user activities are mouse pointer position data.